

Effects of Hang Da market redevelopment in Hanoi city center viewed from consumers' shop-around behaviors

Graduate school of economics, Fukuoka University
FQBIC*; Faculty of economics at Fukuoka University
FQBIC
Faculty of economics at Fukuoka University
Faculty of economics at Fukuoka University

Tran Ngoc Huy[#]
Saburo Saito
Masakuni Iwami
Yasufumi Igarashi
Masakuni Kakoi

Abstract

In recent years, the People's Committee of Hanoi (PCH) city has been trying to make an effective plan to improve its city center commercial district (CCCD). While the main goal of their plan aims to increase its attractiveness for Hanoi consumers by redeveloping and modernizing the system of traditional markets as a first step, they seem not to have a scientific method to assess how Hanoi consumers are affected by the redevelopment projects of traditional markets and how those redevelopment projects enhance Hanoi consumers' welfare. These assessments always are challenging tasks for researchers and city planners. Here, Fukuoka University of Quantitative Behavioral Informatics for City and Space (FQBIC) can provide a promising method to do these assessments. FQBIC devised their method that analyzes consumer shop-around behaviors at CCCD to evaluate redevelopment plans of CCCD from consumer shop-around behaviors.

In this paper, we try to apply the method to evaluating the effectiveness of PCH's plan to improve CCCD of Hanoi. In particular, we wish to estimate actual changes in consumers' shop-around movements within CCCD of Hanoi between two points of time, before and after the redevelopment of Hang Da market proposed in the plan. In order to do this, two on-site surveys of consumer shop-around behaviors at CCCD of Hanoi were carried out in 2004 and 2011. This paper aims to demonstrate the results of assessing the effects of Hang Da Market redevelopment in CCCD of Hanoi viewed from consumer shop-around behaviors.

Key words: city center commercial district (CCCD), Hanoi, Hang Da market, shop-around behavior

[#] presenter

* Fukuoka University of Quantitative Information for City and Space Economy